

Activision Blizzard, Inc.
Form 4
February 24, 2014

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
Tippl Thomas

(Last) (First) (Middle)

C/O ACTIVISION BLIZZARD,
INC., 3100 OCEAN PARK
BOULEVARD

(Street)

SANTA MONICA, CA 90405

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
Activision Blizzard, Inc. [ATVI]

3. Date of Earliest Transaction
(Month/Day/Year)
02/20/2014

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
Chief Operating Officer

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | | |
|--|--------------------------------------|--|--------------------------------|---|---|--|---|-----------|---|-------------------|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Stock, par value \$0.000001 per share | 02/20/2014 | | M | | 42,950 | A | \$ 11.5 | 1,458,681 | I | See footnote. (1) |
| Common Stock, par value \$0.000001 per share | 02/20/2014 | | S | | 42,950 | D | \$ 19.8121 (2) | 1,415,731 | I | See footnote. (1) |
| | 02/21/2014 | | M | | 144,678 | A | \$ 11.5 | 1,560,409 | I | |

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|--|------------|---|---------|---|----------------|---------------|---|-------------------|
| Common Stock, par value \$0.000001 per share | | | | | | | | See footnote. (1) |
| Common Stock, par value \$0.000001 per share | 02/21/2014 | S | 144,678 | D | \$ 19.8132 (3) | 1,415,731 | I | See footnote. (1) |
| Common Stock, par value \$0.000001 per share | 02/21/2014 | M | 3,542 | A | \$ 10.89 | 1,419,273 | I | See footnote. (1) |
| Common Stock, par value \$0.000001 per share | 02/21/2014 | S | 3,542 | D | \$ 19.8132 (3) | 1,415,731 (4) | I | See footnote. (1) |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount of Underlying Securities |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---------------------------------|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title | Amount of Underlying Securities |
| Employee Stock Options | \$ 11.5 | 02/20/2014 | | M | 42,950 | 02/15/2014 05/11/2019 | Common Stock, par value \$0.000001 per share | 42,950 |
| Employee Stock Options | \$ 11.5 | 02/21/2014 | | M | 144,678 | 02/15/2014 05/11/2019 | Common Stock, par value \$0.000001 | 144,678 |

| | | | | | | | | |
|----------|----------|------------|---|-------|------------|------------|------------|------------|
| Employee | | | | | | | | per share |
| Stock | \$ 10.89 | 02/21/2014 | M | 3,542 | 02/15/2014 | 05/10/2020 | Common | Stock, par |
| Options | | | | | | | value | 3,5 |
| | | | | | | | \$0.000001 | per share |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|-------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Tippl Thomas C/O ACTIVISION BLIZZARD, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405 | | | Chief Operating Officer | |

Signatures

/s/ Thomas
Tippl
02/24/2014

__Signature of
Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) These securities are held by the Thomas and Laura Tippl Family Trust.
The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$19.80 to \$19.84 per share. Mr.
- (2) Tippl has provided the Company, and upon request, will provide any security holder of the Company or the SEC staff, with information regarding the number of shares sold at each price within that range.
The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$19.80 to \$19.87 per share. Mr.
- (3) Tippl has provided the Company, and upon request, will provide any security holder of the Company or the SEC staff, with information regarding the number of shares sold at each price within that range.
Following the transactions reported on this Form 4, Mr. Tippl (through the Thomas and Laura Tippl Family Trust) held (a) 83,086 shares
- (4) of the Company's common stock, (b) 309,917 restricted stock units, each representing the right to receive a share of the Company's common stock, and (c) 1,022,728 performance-based restricted shares of the Company's common stock.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.